

## Determinants of Samsung Mobile Purchase Decisions in the City Of Jember based on Brand Equity

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### Abstract

The research objective was to examine the effect of brand equity on consumer purchasing decisions on Samsung mobile phones in the City of Jember. The sampling method was accidental sampling. The technique of determining the place or location of the researcher used the purposive area method. The data analysis method used in this study is to use multiple linear regression analysis. The results of the analysis using the t test show that the variable quality impression (X1), brand awareness (X2), brand association (X3), and brand loyalty (X4) have a partially significant effect on purchasing decisions for Samsung mobile phones in Jember, because all the variables that have t count is greater than t table 1.99. while the variable that has the most dominant influence on consumer purchasing decisions on Samsung Jember cell phones is the quality impression variable (X1) because it has the greatest value, namely 32.30%. Meanwhile, the amount of R square from the calculation results obtained is 0.825 or 82.5% of the purchase decision. This shows that the change in purchasing decision variables caused by the influence of brand equity (quality impression, brand awareness, brand association, and brand loyalty) is 0.825 or 82.5%, while the remaining 17.5% is influenced by other factors which are not analyzed in model.

**Keywords:** Brand Equity, Purchase decisions, Consumers, Samsung Phones

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### I. Background

Cell phones and technology are one of the impacts of the current development of globalization. The existence of cell phones and technology today is an undeniable phenomenon along with the development of the globalization era. Indonesia is one of the largest mobile and technology users in the world. Along with the times, consumers make purchasing decisions. The number of factors that underlie consumer behavior in deciding to buy a product is not only influenced by internal conditions, but also external conditions.

The strength of a brand is how many consumers are able to remember the brand, perceive the brand positively, and have brand loyalty. Samsung itself builds brand equity through the products it offers. Brand equity consists of brand awareness, brand associations, perceived quality and brand loyalty. (Durianto et al, 2004).

Samsung is a brand of Android phones. Based on research from the Growth for Knowledge (GfK) institute, as of March 2014, Samsung became the number one brand in Indonesia for the tablet computer category with a market share of 40%. From this explanation, it is very important to examine the influence of brand equity on consumer purchasing decisions on Samsung mobile phones in the City of Jember

### II. Literature Review

Systematically, the discussion includes: (1) brand concept, (2) purchase decision, (3) consumer behavior concept, (4) hypothesis.

#### 2.1 Brand Concept (Brand)

According to the Trademark Law No.15 of 2001 Article 1 Paragraph 1: "A mark is a sign in the form of a picture, name of the word, letters, numbers, color arrangement or a combination of these elements which has distinctive power and is used in trading activities. goods and services".

Brand equity according to Aaker in Harsono (2009) is a set of brand assets and liabilities associated with a brand, name and symbol that adds or reduces the value provided by a good or service to the company or its customers.

The following is an indicator of brand equity according to Aaker in Andri (2009):

1. Perceived Quality

a. The reason for buying

A brand's impression of quality provides an important reason to buy. This influences which brands to consider, and in turn affects which brands to choose.

b. Differentiation / position

c. The optimum price

d. Interests Distribution channels

e. Brand Expansion

2. Brand Awareness

Unaware of Brand (Brand Recall

3. Brand Association

Helping the process of compiling information that can summarize a set of facts that consumers can easily recognize

4. Brand Loyalty

Brand loyalty is a measure of consumer loyalty to a brand. :

a. The most basic level of loyalty is a buyer who is not interested in any of the brands on offer.

b. The second level is the buyers who are satisfied with the products used, or at least are not disappointed. habit type buyer (habital buyer)

c. The third level contains people who are satisfied, but must bear the switching costs,

2.2 Purchase Decisions

Consumer behavior is an important element in the marketing activities of a product that companies need to know (SofjanAssauri, 2004: 141). Meanwhile, according to Kotler (2000: 251-252), what is meant by a purchase decision is a problem-solving process consisting of analyzing or recognizing needs and wants, searching for information, assessing selection sources for alternative purchases, purchasing decisions, and post-purchase behavior. .

2.3 The stages in the purchasing decision process

According to Basu Private and T Hani Handoko (2000: 107-111), the process of making a product purchase decision can be described in the form of

the process of purchasing activities with the following stages:

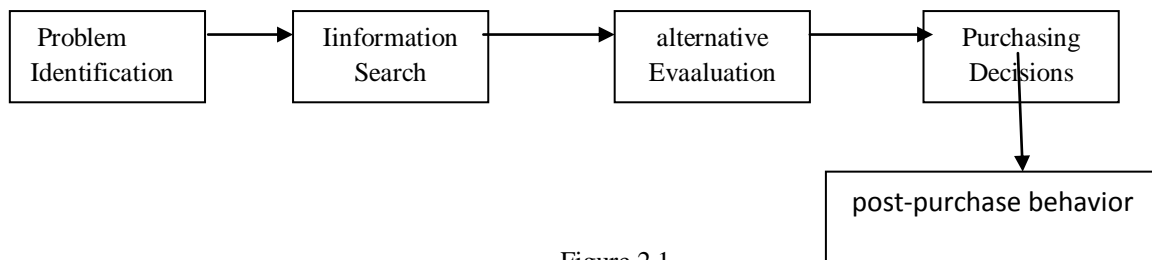


Figure 2.1  
Purchasing Decision Stages

2.4 Role in the Purchasing Decision Process

In the decision to buy goods, consumers often involve several parties in the exchange or purchase process. these roles include:

1. the initiator is an individual in the family who has the initiative to purchase certain goods or services or has wants and needs but does not have the authority to do it himself;
2. influencers, namely individuals who influence the decision to buy either intentionally or unintentionally;
3. decision maker (decider), namely the individual who decides whether to buy or not, what to buy, how to buy it, when and where to buy it;
4. buyers (buyers), namely individuals who carry out the actual purchase transaction;
5. users (users), namely individuals who use the product or service purchased.

2.5 frame of mind

This frame of mind explains the theoretical framework of the Analysis of the Effect of Brand Equity on Consumer Purchase Decisions on Samsung Phones in Jember City 2021.

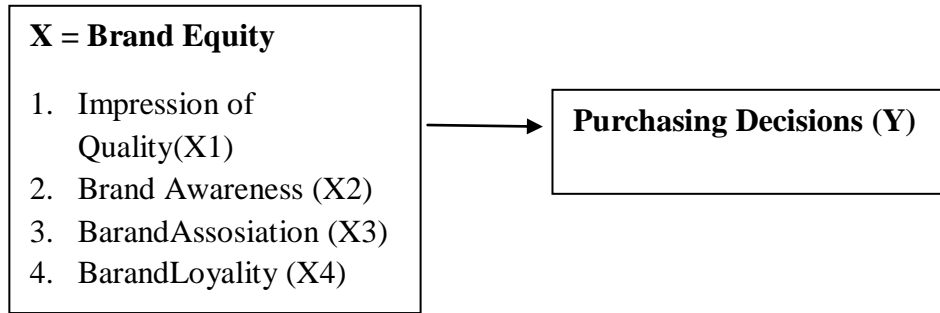


Figure 2.2. Brand Equity Thinking Framework on Purchasing Decisions

**Information:**

Brand Equity is an important factor that can influence Consumer Purchasing Decisions. Brand Equity in this study is the impression of quality, brand awareness, brand association, brand loyalty.

**2.6 Research Hypotheses**

From the background and literature review above, the hypothesis of this study can be drawn:

H1: Brand Equity affects Samsung Mobile Consumer Purchase Decisions in the City of Jember

H2. : The variable that has the dominant influence on Consumer Purchase Decisions on Samsung Cell Phones in the City of Jember is the Quality Impression variable

**III. Research Methods**

**3.1 Brand Equity (X)**

Perceived quality (X1) is the consumer's perception of the overall quality or superiority of a product or service that is the same as the intended purpose.

Brand awareness (X2) is the ability of a buyer to recognize and recall that a brand is a manifestation of a certain product category.

The Brand Association (X3) is all things related to the memory of the brand

Brand loyalty (X4) is a measure of consumer loyalty to a brand.

**3.3 Multiple Linear Regression Analysis**

Multiple linear regression is carried out to determine whether there is an influence or not between the independent variables on the dependent variable (Supranto, 2005: 149). Formulated in the following equation:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

Where :

Y = Shopping decision

a = constant

b1 ... b4 = regression coefficient for each variable

X1 = Quality impression

X2 = Brand awareness

X3 = Brand association

X4 = Brand loyalty

e = error term (error rate)

**3.4. Analysis of the coefficient of determination**

Used to determine and measure the effect of the independent variables (X) on the dependent variable (Y) as a whole can be explained by looking at the value of the coefficient of determination.

**3.5 F Test (Simultaneous)**

It is used to determine the effect of the independent variable on the dependent variable, namely whether the variables X1, X2, X3, and X4 really have a joint effect on variable Y.

The formula for F count is:

$$F = \frac{R^2/(n-k)}{(1-R^2)(n-k)}$$

Information: R<sup>2</sup> = coefficient of determination

k = number of independent variables

n = number of samples

3.6 t test (partial)

To determine whether there is an influence of the independent variable on the dependent variable, then the hypothesis proposed in this study is tested. The t test shows how far the influence of one independent variable individually in explaining the variation of the dependent variable (Ghozali, 2006).

The formula for t is:

$$t = \frac{R\sqrt{n-2}}{\sqrt{1 - R^2}}$$

Information:  $R^2$  = coefficient of determination

n = number of samples

**IV. Results And Discussion**

4.1 Multiple Linear Regression Analysis

**Table 1.** Results of Multiple Linear Regression Analysis

Dependent Variable	Independent Variable	Regression Coefficient	T	Significance
Y Consumer Purchase Decisions	Constant	0,260	0,355	0,723
	X1	0,568	4,790	0,000
	X2	0,262	2,504	0,001
	X3	0,478	4,429	0,000
	X4	0,350	3,319	0,000

Based on table 1 .The equation for multiple linear lines obtained in this study is:

$$Y = 0.260 + 0.568X1 + 0.262X2 + 0.478X3 + 0.350X4 + e$$

a. Constant value = 0.260. This shows that if the variables of Quality Impression (X1), Brand Awareness (X2), Brand Association (X3), and Brand Loyalty (X4) are considered constant, then the magnitude of the Y variable will be 0.260.

b. The regression coefficient of the Quality Impression variable (X1) is 0.568. This shows that the Quality Impression variable (X1) has a positive influence on purchasing decisions (Y). If the quality impression variable increases with the assumption that the other variables are constant or zero, then the Y variable will increase by 0.568.

c. The regression coefficient for Brand Awareness variable (X2) is 0.262. This shows that the brand awareness variable (X2) has a positive effect on purchasing decisions (Y). If the Brand Awareness variable increases with the assumption that the other variables are constant or zero, then the Y variable will increase by 0.262.

d. The regression coefficient for the Brand Association variable (X3) is 0.478. This shows that the brand association variable (X3) has a positive effect on purchasing decisions (Y). If the brand association variable increases with the assumption that the other variables are constant or zero, then the Y variable will increase by 0.478.

e. The regression coefficient for the brand loyalty variable (X4) is 0.350. This shows that the brand loyalty variable (X4) has a positive influence on purchasing decisions (Y). If the brand loyalty variable increases with the assumption that the other variables are constant or zero, then the Y variable will increase by 0.350.

If the independent variable on the dependent variable is calculated by contributing the proportion of each independent variable to the dependent variable in the following manner:

a. The proportion of the relative contribution of the quality impression variable (X1) to the purchasing decision variable (Y)

$$r_{1y} \times \beta_1 \times 100\% = 0.885 \times 0.365 \times 100\% = 32.30\%$$

b. The proportion of the relative contribution of the Brand Awareness variable (X2) to the purchasing decision variable (Y)

$$r_{1y} \times \beta_1 \times 100\% = 0.811 \times 0.107 \times 100\% = 8.68\%$$

c. The proportion of the relative contribution of the brand association variable (X3) to the purchasing decision variable (Y)

$$r_{1y} \times \beta_1 \times 100\% = 0.828 \times 0.359 \times 100\% = 29.72\%$$

d. The proportion of the relative contribution of the Brand Loyalty variable (X4) to the purchasing decision variable (Y)

$$r_{1y} \times \beta_1 \times 100\% = 0.813 \times 0.145 \times 100\% = 11.79\%$$

information:

Ry: Correlation coefficient between X and Y variables

B: Variable coefficients on standardized coefficients

4.2 Analysis of Multiple Determination Coefficients

**Table 2.** Results of Multiple Determination Coefficient Analysis

Model	R	R square	Adjusted R Square	Std. error of the Estimate
1	,908 <sup>a</sup>	,825	,815	0,52603

Based on table 7. Above it can be concluded that from the results of the regression calculation, it can be seen that the value of Adjusted R Square is 0.825. It can be calculated simultaneously as follows:  
 $R^2_{xy} \times 100\% = 0,825 \times 100\% = 82,5\%$

**4.3 Hypothesis Test**

**a. F test**

**Tabel 3.** F Test Result Analysis

F <sub>hitung</sub>	A	Sig f	F <sub>tabel</sub>	Information
82,487	0,05	0,000	2,50	F <sub>count</sub> > F <sub>table</sub> or $\alpha$ > Sig F, Ho is rejected and Ha is accepted. The independent variable simultaneously has a significant effect on the dependent variable.

**b. T test**

**Tabel 4.** T test Result Analysis

Variable	t <sub>hitung</sub>	t <sub>tabel</sub>	Sig t	Keterangan
Quality impression	4,790	1,99	0,000	Ho rejected and Ha accepted
Brand Awareness	2,504	1,99	0,000	Ho rejected and Ha accepted
Brand Association	4,429	1,99	0,000	Ho rejected and Ha accepted
Brand Loyalty	3,319	1,99	0,000	Ho rejected and Ha accepted

1) Quality Impression Variable

Hypothesis

Ho:  $\beta_1 \leq 0$  There is no positive and significant effect of the perception variable

Quality on Purchasing Decisions

Ha:  $\beta_1 > 0$  There is a positive and significant effect of the perception variable

Quality on Purchasing Decisions

The results of regression testing for the variable Quality Perception of Purchasing Decisions show the value of t count = 4.790 with a significance value of 0.000. By using a significance limit of 0.05, the significance value is smaller than 0.05, then the hypothesis can be accepted.

2) Brand Awareness Variable

Hypothesis

Ho:  $\beta_1 \leq 0$  There is no positive and significant effect of the awareness variable

Brand on Purchasing Decisions

Ha:  $\beta_1 > 0$  There is a positive and significant effect of the awareness variable

Brand on Purchasing Decisions

The results of regression testing for the Brand Awareness variable on Purchasing Decisions show the value of t count = 2.504 with a significance value of 0.000. By using a significance limit of 0.05, the significance value is smaller than 0.05, so the hypothesis can be accepted.

3) Brand Association Variable

Hypothesis

Ho:  $\beta_1 \leq 0$  There is no positive and significant effect of the association variable

Brand on Purchasing Decisions

Ha:  $\beta_1 > 0$  There is a positive and significant effect of the Brand Association variable

to the Purchase Decision

The results of regression testing for the Brand Association variable on Purchasing Decisions show the value of t count = 4.429 with a significance value of 0.000. By using a significance limit of 0.05, the significance value is smaller than 0.05, so the hypothesis can be accepted.

4) Brand Loyalty variable

Hypothesis

Ho:  $\beta_1 \leq 0$  There is no positive and significant effect of the loyalty variable

brands against purchasing decisions

Ha:  $\beta_1 \leq 0$  there is a positive and significant effect of the brand loyalty variable

against purchasing decisions

The results of regression testing for the variable Brand Loyalty to Purchasing Decisions show the value of t count = 3,319 with a significance value of 0,000. By using a significance limit of 0.05, the significance value is smaller than 0.05, then the hypothesis can be accepted.

## V. Discussion Of Research Results

This article is qualitative in nature which is converted into quantitative in the form of the effect of brand equity on purchasing decisions which aims to determine the effect of independent variables, both simultaneously and partially on purchasing decisions for Samsung mobile phones in the city of Jember.

Brand equity which consists of impression of quality, brand awareness, brand association and brand loyalty can also determine consumer purchasing decisions on Samsung Jember phones. This is evident from the results of research conducted, based on the results of the F test, it is known that the independent variable, namely the purchase decision (quality impression, brand awareness, brand association, and brand loyalty) as a whole affects the dependent variable, namely the purchase decision. Evidenced by the results of the calculation of F, namely  $F_{count} > F_{table}$  ( $82.487 > 2.50$ ) from  $\alpha = 0.05 > sig F = 0.00$ . The results showed that the brand equity that exists in Samsung products consisting of quality impression, brand awareness, brand association, and brand loyalty in 2021 together have a significant influence on purchasing decisions. Based on the coefficient of multiple determination (R<sup>2</sup>) the magnitude of this influence is 82.5%. Partially the quality impression variable has the highest proportion of contribution to purchasing decisions, which is 32.30% and the brand awareness variable gives the lowest proportion of 8.68%.

This proves that the brand equity variable has a positive relationship with and has a positive effect on consumer purchasing decisions for Samsung products

The impression of quality affects consumer purchasing decisions with a contribution proportion of 32.30%. This is in accordance with the opinion by Aeker (in Andri. 2009), the ability of a buyer to recognize and recall that a brand is the embodiment of a certain product category.

Brand awareness affects customer satisfaction with a contribution proportion of 8.68%. This is in accordance with the opinion by Aeker (in Andri. 2009), Brand awareness requires a continuum of coverage (Continum Ranging) from the uncertain feeling that a certain brand is known to be the belief that the product is the only one in the product class concerned, this continuum can be represented. by their different levels of consciousness.

Brand association influences consumer purchasing decisions with a contribution proportion of 29.72%. These results are in accordance with the opinion found by Aeker (in Andri. 2009) IkaBarokah et al (2020), helping the process of compiling information to differentiate one brand from another.

The influence of this loyalty variable is indicated by the proportion of the variable contribution of 11.79, a measure of the relationship between a customer and a brand. Brand loyalty means that Samsung in its brand loyalty has high benefits to support communication needs.

The amount of the proportion of the independent variable contribution shows that the quality impression variable (X1) is a variable that has a dominant influence on consumer purchasing decisions on Samsung cellphones, which is 32.30%.

From the research calculations that have been done, it can be seen that there is a significant effect of service quality on customer satisfaction. The F-count value is 82.487 (P = 0.000) and F-table 2.50 then  $F_{count} > F_{table}$  ( $82.487 > 2.50$ ), meaning that the brand equity variable has a significant effect on consumer purchasing decision variables on Samsung cellphones, then the decision that can be taken is this hypothesis is accepted.

The results of the calculation of the coefficient of determination (R<sup>2</sup>) are 0.825 or 82.5% of the purchase decision. This shows that the change in purchasing decision variables caused by the influence of brand equity (quality impression, brand awareness, brand association, and brand loyalty) is 0.825 or 82.5%, while the remaining 17.5% is influenced by other factors which are not analyzed in model.

## VI. Conclusions And Suggestions

### 6.1. Conclusion

Based on the results of the analysis and discussion that has been stated previously, the following conclusions can be drawn:

1. The test results simultaneously / simultaneously with the variable Quality impression (X1), Brand Awareness (X2), Brand Association (X3), and Brand Loyalty (X4) have a significant influence on consumer purchasing decisions in buying Samsung android phones. This can be proven by the results of the F test analysis that the value of  $F_{count} > F_{table}$  ( $82.487 > 2.50$ ), and the magnitude of the influence can be seen from the R square which is equal to 0.825 which shows that the effect of the independent variable on the dependent variable is the

decision to buy a Samsung cellphone in the city of Jember. amounted to 82.5%. And the results of the partial analysis using the t test show that of the four variables of quality impression (X1), Brand Awareness (X2), Brand Association (X3), and Brand Loyalty (X4), have a significant effect on purchasing decisions for Samsung mobile phones in the city of Jember. This can be proven from the results of the t test which shows that all independent variables have t arithmetic greater than t table.

2. The results of research on the effect of brand equity on purchasing decisions for Samsung mobile phones in the city of Jember, the regression values are obtained as follows:

$$Y = 0.260 + 0.568X1 + 0.262X2 + 0.478X3 + 0.350X4 + e$$

From the multiple linear regression equation, it can be seen that the quality impression variable (X1) has a positive effect and is the most influential variable.

## 6.2. Suggestion

The quality impression variable is the dominant variable in influencing consumer purchasing decisions on Samsung mobile phones in the city of Jember. Samsung Jember should be able to maintain and improve the shape of the quality impression that can be seen from the product, its use and also its quality so that consumers are even more satisfied with the products issued by the Samsung company.

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